

SHOWCASE

Covent Garden Market

London, England

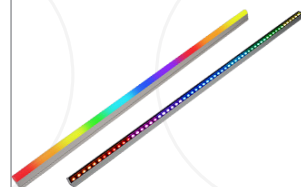


Covent Garden is the largest market in London with a high number of visitors and is famous for its elite stores, outstanding restaurants, and theatres. Illuminating the façade and outdoor lighting design of this market could create a more attractive and liveable atmosphere at night. According to the client, Traxon: ecue was chosen for this project because of a broad selection of products and simplicity of customizing.

The Allegro Media Tube Lite was the ideal choice for this project because of its versatility, it is both a media tube and can be configured to function as a superb outdoor cove light, providing the installation with a 2700K warm white illumination. The media tube is primarily used in direct-view applications, where it can be installed for media facades or linear accent lighting highlighting the features of a building. This project highlights how it can be used for illumination as well as an exterior cove light when only a small throw of light is needed. For this project, Traxon customised the product and changed the LED emitter from RGBW4000K to RGBW2700K, making the white warmer to complement the heritage project and highlight the hue of the natural stone. The client can use the RGB element in the same fitting to produce a limitless number of colours, patterns, and displays when they want the system to commemorate a particular event or celebration.

Tom Niven, lighting director at BPD, said: "In addition to providing exceptionally high-quality devices, Traxon: ecue offers an organised approach to compare price and functionality, which enables us as designers to decide where value for money matters and where function is needed. Considering the e:cue system is flexible and easy to program, this component was essential to the scheme's success. Additionally, we have a long-standing, reliable connection with Traxon: ecue, and we are confident in their ability to provide an outstanding and high-quality structure. Thus, the combination of quality, utility, affordability, and trustworthiness led us to select Traxon: ecue"

Featured Products



250pcs Custom Allegro Media Tube Lite



14pcs AS Linear MIDI RGBW

Project Details

Category: Architectural

Location: London, England

Client: Shaftsbury

Lighting Designers:
BDP London

System integrator:
Studiotech

Completion Date:
August 2023



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With Traxon e:cue, you have the opportunity to experience an ideal combination of reliability and flexibility to customize every detail according to your preferences and particular needs. Your satisfaction is ensured by our reputation for providing reliable solutions. We will be honoured to accompany you on your journey to improve your projects to a new level of innovation and proficiency. Get in touch with us right now and sign up for our newsletter so you know updates of the latest products, projects, events, and more.



Traxon Technologies

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